



COUNTY OF SAN DIEGO

AGENDA ITEM

BOARD OF SUPERVISORS

GREG COX
First District

DIANNE JACOB
Second District

DAVE ROBERTS
Third District

RON ROBERTS
Fourth District

BILL HORN
Fifth District

DATE: December 13, 2016

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TO: Board of Supervisors

SUBJECT: SUBMITTAL OF THE LIVE WELL SAN DIEGO FOOD SYSTEM INITIATIVE FRAMEWORK, FOOD SYSTEM INITIATIVE IMPLEMENTATION PLAN, AND EAT WELL PRACTICES (DISTRICTS: ALL)

Overview

On June 21, 2016 (27), at the recommendation of Chairman Ron Roberts and Supervisor Greg Cox, the Board of Supervisors (Board) directed the Chief Administrative Officer (CAO) to develop and implement the “*Live Well San Diego* Food System Initiative” (Food System Initiative), allowing the County to take on a greater role throughout the region in the advancement of a safe, healthy, and robust food system. The Food System Initiative also included the development of nutrition practices to expand healthy and sustainable options for food and beverages purchased and offered at County facilities and through County-sponsored programs. The Board also directed the CAO to return to the Board within 180 days with a framework for the Food System Initiative, including proposed food nutrition practices and an implementation plan.

The Food System Initiative builds on the work of the *Live Well San Diego* Food System Working Group (Working Group), a collaborative team that came together with the goal of integrating food system efforts across County departments. Early successes from the Working Group include connecting gleaners, who collect leftover crops from farmers’ fields after they have been commercially harvested or on a field where it is not economically profitable to harvest, with opportunities to collect food from an orchard in Los Peñasquitos Park, as well as the creation of the “Too Good to Waste” food donation guide for organizations to safely donate food items. The Working Group has developed a framework for the Food System Initiative, which defines the County’s role in addressing challenges in the food system and in pursuing opportunities to improve the food system in the region. The framework identifies a set of strategies and priority actions that will be the main focus of the Food System Initiative in its first five years of implementation.

The priority actions for the Food System Initiative include the implementation of the Eat Well Practices (Practices), which are a guide for expanding healthy and sustainable food and beverage options offered by the County. The Practices are based on the latest dietary science, food

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systems research, governmental and institutional food service best practices, environmental sustainability practices, and broad stakeholder input.

Today's request is to receive the Food System Initiative's framework and implementation plan, and the Eat Well Practices, as well as authorize County departments to apply for and accept grant funding to support food system-related activities.

Recommendation(s)

CHIEF ADMINISTRATIVE OFFICER

1. Find that the proposed actions are not subject to the California Environmental Quality Act because they do not constitute a project as defined by Public Resources Code Section 21065 since none of the proposed activities would cause a direct or indirect physical change in the environment.
2. Receive the Live Well San Diego Food System Initiative Framework and implementation plan.
3. Receive the Eat Well Practices.
4. Authorize County departments to apply for and accept grant funding to support food system-related activities.

Fiscal Impact

There is no fiscal impact associated with these recommendations. There will be no change in net General Fund cost and no additional staff years. In addition, staff is requesting authorization to apply for and accept funding to support food system-related activities. If grant funding is awarded as a result of a grant application, staff would return to the Board to request any necessary appropriations.

Business Impact Statement

The Food System Initiative includes strategies that support the local economy by working with growers, distributors, farmers' markets, retailers, restaurants and members of the public to increase consumer confidence, access to healthy food options, and the sustainability of local agriculture

Advisory Board Statement

N/A

Background

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On June 21, 2016 (27), at the recommendation of Chairman Ron Roberts and Supervisor Greg Cox, the Board of Supervisors (Board) directed the Chief Administrative Officer (CAO) to develop and implement the "*Live Well San Diego* Food System Initiative" (Food System Initiative), allowing the County to take on a greater role throughout the region in the

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advancement of a safe, healthy, and robust food system. The Food System Initiative also included the development of nutrition practices to expand healthy and sustainable options for food and beverages purchased and offered at County facilities and through County-sponsored programs. The Board also directed the CAO to return to the Board within 180 days with a framework for the Food System Initiative, including proposed food nutrition standards and an implementation plan.

The Working Group, a collaborative team that came together with the goal of integrating food system efforts across County departments, developed a Food System Initiative framework (Attachment A) and implementation plan (Attachment B). Additionally, the County developed the Eat Well Practices (Attachment C), which are included under the umbrella of the Food System Initiative and are a guide for expanding healthy and sustainable food and beverage options offered by the County.

Food System Initiative Framework

A food system includes all processes and infrastructure involved in feeding a population: growing, production, processing and storage, distribution, retail and acquisition, preparation, consumption, and disposal of food and food-related items. A local food system refers to the geographic area that supplies a population with food. Every individual is part of the food system since we are all eaters.

The Food System Initiative focuses on a sustainable food system that maintains the “triple bottom line,” which means food is produced in a way that positively supports the social, environmental, and economic health of a community. The Food System Initiative’s vision is to create a robust and resilient food system that builds healthy communities, supports the economy, and enhances the environment. To achieve this vision, the Food System Initiative will focus on four overarching goals that align with the County’s Strategic Initiatives of Healthy Families, Sustainable Environments, Safe Communities and Operational Excellence:

- Healthy Families: All residents have access to affordable, local, and healthy food.
- Sustainable Environments: The region’s environment and economy support a robust, diverse, and sustainable food system.
- Safe Communities: The region’s food system is resilient and safe.
- Operational Excellence: The County improves the food system through operational excellence and regional leadership.

To meet these overarching goals, the Food System Initiative will implement strategies that address the different components of the food system and that will guide the County in collaboratively improving the food system in the region:

- Provide the region with resource assistance, education, and support on issues related to all aspects of food system improvement.
- Support nutrition education and assistance for those who need it, and partner with food producers, distributors, and retailers to increase access to healthy food options.
- Maintain food quality, prevent foodborne illnesses and promote safe conditions for all involved in the food system.

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- Promote the sustainability of local agriculture by streamlining regulations and preserving agricultural lands.
- Collaborate with local food system stakeholders to increase food donation to assist in ending food insecurity countywide.
- Work with growers, distributors, farmers' markets, retailers, and restaurants to increase consumer confidence and sustainability of local agriculture.
- Demonstrate regional leadership by integrating comprehensive food system improvement programs and/or policies within the region, including collaborating with the incorporated cities.
- Align with other County initiatives, programs, and external stakeholders to comprehensively improve the food system countywide.

Implementation of the Food System Initiative

Implementation of the Food System Initiative will be an ongoing collaborative effort between all County business groups as well as outside stakeholders. County departments will continue to engage in different activities that improve the local food system. For example, these activities include the implementation of the Purchase of Agriculture Conservation Easements Program, which promotes the long term preservation of agricultural land by purchasing permanent easements to maintain agriculture; promotion of the *San Diego Grown 365* branding in collaboration with the San Diego County Farm Bureau and others, which encourages producers, distributors, retailers and restaurants to identify and use locally grown produce and products; and the implementation of meaningful and beneficial agricultural connections to job skills, health, and sustainability in custodial facilities, such as horticultural therapy and agriculture programs at the Girls' Rehabilitation Facility, the Adult East Mesa Re-entry Facility, and San Pasqual Academy. Onsite food production programs will continue to be explored through the Food System Initiative by the County, which has properties where onsite sustainable food production, including culinary gardens, may be achieved. Examples of these include park locations such as Guajome, Tijuana River Valley, and Los Peñasquitos.

To achieve the goals laid out in the Food System Initiative framework, the Working Group developed an implementation plan (Attachment B) for priority actions that identifies short-, mid-, and long-term objectives, including a timeline. The following projects will be the Food System Initiative's priority actions during the first five years:

1. *Develop a State of the Food System Report on a biennial basis.* This report will be a collaborative effort of food system stakeholders to identify and track comprehensive performance measures to improve the food system countywide. The report will summarize activities taking place or conducted to advance the food system. The report will also serve as an informative resource for community education and engagement, as well as provide data and trends for policymakers and staff to inform decisions. Examples of metrics that the report will track include: identification of and reduction in known food deserts, and the number of farmers' markets in the region and those accepting Electronic Benefits Transfer (EBT) cards for the federal Supplemental Nutrition Assistance

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Program. The first report would be published in 2019 and include data from calendar years 2017 and 2018.

2. *Collaborate with local food system stakeholders to increase food donation to help address food insecurity countywide.* The Food System Initiative will work collaboratively with local food system stakeholders such as the San Diego Food System Alliance and the North County Food Policy Council to create a countywide food donation action plan, which would include an assessment of the region's food donation-related infrastructure needs for expanding food donation to support hunger relief efforts. The plan would also include the costs and needs associated with: storing and distributing donated food, recruiting food producing facilities to begin or expand food donation; and identifying opportunities for including County operations in food donation efforts.
3. *Implement the Live Well Community Market Program (LWCMP).* This voluntary program works with community markets in underserved neighborhoods to help make it easier for shoppers to access healthy, fresh, local, and culturally desirable food options. This program supports local business owners by improving their store design and attracting new shoppers, leading to potential opportunities for increasing their revenue. In exchange for the markets' commitment to making specific changes, markets will receive a variety of benefits and incentives, including technical assistance and training to implement and sustain changes that promote healthy options, merchandising and promotional materials, and recognition as a committed partner. The LWCMP would expand the scope of the healthy food retail environment beyond nutrition by encouraging local markets to:
 - Provide residents with affordable healthy food options,
 - Maintain environmental health standards,
 - Keep current with alcohol and tobacco ordinances, and
 - Develop an atmosphere of safety through exterior store improvements.
4. *Implement the Eat Well Practices.* The Practices are a set of comprehensive practices to expand healthy and sustainable food and beverage options offered by the County. The Eat Well Practices are described in more detail in the following section.

Eat Well Practices

The County of San Diego's Eat Well Practices are a guide for expanding healthy and sustainable food and beverages options offered at County facilities and County-contracted sites.

In order to develop the Practices, County staff reviewed nutrition standards from across the country and reports on market trends; worked with internal advisory groups; conducted a survey completed by over 3,000 County staff members; and convened an external subject matter expert panel comprised of nationally and internationally recognized public health, food systems, nutrition, and sustainability experts.

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The goals of the Practices include:

- Offering more healthy food options such as fruits, vegetables, whole grains, fish, lean meat, and plant-based proteins;
- Supporting a thriving economy by capitalizing on the wealth of agricultural resources in San Diego county, as well as California, and increasing opportunities for local farms, ranches, and fishermen; and
- Fostering a resilient environment by encouraging promoting sustainable foods and practices.

Stakeholders

The Food System Initiative will work in tandem with external stakeholders (Attachment D), including the North County Food Policy Council (NCFPC) and the San Diego Food System Alliance (SDFSFA). The purpose of the NCFPC is to find solutions to address the unmet food security needs of the residents in North County and to increase access to a secure and nutrient-rich food supply and local food system. The SDFSFA is a collaborative across the food system supply chain to develop and maintain an equitable, healthy, and sustainable food system in San Diego county. Members of the SDFSFA include the San Diego County Farm Bureau, the San Diego Food Bank, the University of California, the Food and Beverage Association of San Diego, among others.

The Food System Initiative will seek additional partnerships in order to achieve its vision, including other jurisdictions in the region, Chambers of Commerce, the California Restaurant Association and other organizations that span the food system including food producers, processors, distributors, food security organizations, education/research institutions, community and health organizations, and members of the public.

Today's requests are to receive the *Live Well San Diego* Food System Initiative Framework and implementation plan; receive the Eat Well Practices; and authorize County departments to apply for and accept funding to support food system-related activities.

Linkage to the County of San Diego Strategic Plan

Today's action supports the County's vision of *Live Well San Diego* and aligns with the County's Strategic Initiatives of Healthy Families, Sustainable Environments, Safe Communities and Operational Excellence by: promoting access to affordable, local, and healthy food; supporting the region's environment and economy by promoting a robust, diverse, and

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sustainable food system; promoting a food system that is resilient and safe; and improving the food system through operational excellence and regional leadership.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Sarah Agli".

HELEN N. ROBBINS-MEYER
Chief Administrative Officer

ATTACHMENT(S)

Attachment A – *Live Well San Diego* Food System Initiative Framework

Attachment B – *Live Well San Diego* Food System Initiative Implementation Plan

Attachment C – Eat Well Practices

Attachment D – Stakeholder List

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AGENDA ITEM INFORMATION SHEET

REQUIRES FOUR VOTES: ☐ Yes ☒ No

WRITTEN DISCLOSURE PER COUNTY CHARTER SECTION 1000.1 REQUIRED
☐ Yes ☒ No

PREVIOUS RELEVANT BOARD ACTIONS:

June 21, 2016 (27), *Live Well San Diego* Food System Initiative and Nutrition Standards.

BOARD POLICIES APPLICABLE:

N/A

BOARD POLICY STATEMENTS:

N/A

MANDATORY COMPLIANCE:

N/A

ORACLE AWARD NUMBER(S) AND CONTRACT AND/OR REQUISITION NUMBER(S):

N/A

ORIGINATING DEPARTMENT: Land Use and Environment Group and Health and Human Services Agency

OTHER CONCURRENCES(S): Community Services Group
 Finance and General Government Group
 Public Safety Group

CONTACT PERSON(S):

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